

Hot Drinks Packaging in Romania

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Date: February 2022

Pages: 10

Price: US\$ 990.00 (Single User License)

ID: HD1736B3D1CEN

Abstracts

The COVID-19 pandemic helped add further impetus to the trend of rising tea consumption among Romanians thanks to its perceived health benefits. This meant green tea was enjoying dynamic sales growth in 2020 and 2021, just ahead of the bigger fruit/herbal tea category. The strong growth being seen in both green and fruit/herbal tea during the pandemic was boosting the usage of folding cartons, since almost all green and fruit/herbal tea is sold in this pack type. These products are expected to c...

Euromonitor International's Hot Drinks Packaging in Romania report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Coffee, Other Hot Drinks, Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Hot Drinks Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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2021 DEVELOPMENTS

Rising popularity of tea supports simultaneous rise in sales of folding cartons

Work-from-home trend supports sales of coffee pods

Packaging with moral and ethical concerns is expected to benefit brand image

PROSPECTS AND OPPORTUNITIES

Steady movement towards sustainable packaging to reduce environmental impact

Small single-serve pack sizes preferred in instant coffee for their convenience

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